



WSFA
12 East Delano Ave.
Montgomery, AL 36105
(334) 288-1212

www.wsfa.com

And:

PinPoint Media, Inc (B)
1707 Osage St, Ste 103
Alexandria, VA 22302

CONTRACT

<u>Contract / Revision</u> 1793305 /		<u>Alt Order #</u> 08759552
<u>Product</u> STRANGE for Senate		
<u>Contract Dates</u> 08/04/17 - 08/07/17		<u>Estimate #</u> 809
<u>Advertiser</u> POL/Strange, Luther/R/Senator/AL		<u>Original Date / Revision</u> 08/03/17 / 08/03/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSFA	<u>Account Executive</u> Ryan Eddins	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agv Code</u> 9915283	<u>Advertiser Code</u> 62	<u>Product 1/2</u> 78
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WSFA	08/04/17	08/04/17	ALABAMA LIVE @ 11A	11-1130Am		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$30.00				
N 2	WSFA	08/04/17	08/04/17	ALABAMA LIVE @ 1130AM	1130A-12P		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$30.00				
N 3	WSFA	08/04/17	08/04/17	WSFA 12 News at Noon	12-1230pm		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$100.00				
N 4	WSFA	08/04/17	08/04/17	JUDGE JUDY 1ST RUN	330-4p		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$60.00				
N 5	WSFA	08/04/17	08/04/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$60.00				
N 6	WSFA	08/04/17	08/04/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$75.00				
N 7	WSFA	08/04/17	08/04/17	WSFA 12 News at Five	5-530pm		:30				NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$185.00				
N 8	WSFA	08/04/17	08/04/17	Today in Alabama 530a	528am-6am		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$100.00				
N 9	WSFA	08/04/17	08/04/17	WSFA 12 News at Six - MF	6-630pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$350.00				
N 10	WSFA	08/04/17	08/04/17	Today In Alabama	6a-7a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$175.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

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The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

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Contract / Revision	Alt Order #
1793305 /	08759552

Contract Dates	Product	Estimate #
08/04/17 - 08/07/17	STRANGE for Senate	809

Advertiser	Original Date / Revision
POL/Strange, Luther/R/S	08/03/17 / 08/03/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	WSFA	08/04/17	08/04/17	NBC Today Show	7-9am		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$115.00				
N 12	WSFA	08/04/17	08/04/17	NBC Today 2	9-10am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$50.00				
N 13	WSFA	08/07/17	08/07/17	ALABAMA LIVE @ 11A	11-1130Am		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	1-----				1	\$30.00				
N 14	WSFA	08/07/17	08/07/17	ALABAMA LIVE @ 1130AM	1130A-12P		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	1-----				1	\$30.00				
N 15	WSFA	08/07/17	08/07/17	WSFA 12 News at Noon	12-1230pm		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	1-----				1	\$100.00				
N 16	WSFA	08/07/17	08/07/17	JUDGE JUDY 1ST RUN	330-4p		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	1-----				1	\$60.00				
N 17	WSFA	08/07/17	08/07/17	WSFA 12 NEWS AT 4PM	M-F 4-430P		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	1-----				1	\$60.00				
N 18	WSFA	08/07/17	08/07/17	WSFA 12 NEWS AT 4PM	M-F 430-5P		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	1-----				1	\$75.00				
N 19	WSFA	08/07/17	08/07/17	WSFA 12 News at Five	5-530pm		:30				NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	1-----				1	\$185.00				
N 20	WSFA	08/07/17	08/07/17	Today in Alabama 530a	528am-6am		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	1-----				1	\$100.00				
N 21	WSFA	08/07/17	08/07/17	WSFA 12 News at Six - MF	6-630pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	1-----				1	\$350.00				
N 22	WSFA	08/07/17	08/07/17	Today In Alabama	6a-7a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	1-----				1	\$175.00				
N 23	WSFA	08/07/17	08/07/17	NBC Today Show	7-9am		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	1-----				1	\$115.00				
N 24	WSFA	08/07/17	08/07/17	NBC Today 2	9-10am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	1-----				1	\$50.00				
N 25	WSFA	08/05/17	08/05/17	NBC Saturday Today Show	6-8am		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	-----1-				1	\$45.00				
N 26	WSFA	08/06/17	08/06/17	NET NBC Sunday Today Shc	7-8a		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	-----1				1	\$45.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
N 27	WSFA	08/06/17	08/06/17	NET NBC Meet The Press	8-9a		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	-----1				1	\$45.00				
N 28	WSFA	08/06/17	08/06/17	WSFA News Sunday AM	9-930a		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	-----1				1	\$20.00				
N 29	WSFA	08/04/17	08/04/17	WSFA 12 News at Ten - MF	10-1035pm		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$275.00				
N 30	WSFA	08/04/17	08/04/17	INSIDER, THE	130-2p		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/31/17	08/06/17	----1--				1	\$30.00				
N 31	WSFA	08/07/17	08/07/17	Today in Alabama 430am	430-5a		:30				NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/07/17	08/13/17	M-----				1	\$5.00				
Totals								0.00				31	\$3,125.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/31/17 - 08/07/17	31	\$3,125.00	(\$468.75)	\$2,656.25
Totals	31	\$3,125.00	(\$468.75)	\$2,656.25

Signature: _____ **Date:** _____

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REP: TEL# 703-528-9387 FAX# 703-516-9680 CREDIT RISK !!! AUG3/17 11.11
CREDIT ADVISORY: AGENCY HARRIS REPORT FROM REP *** WSFA-TV ***
ORDER WORKSHEET **CHANGES**

REP HEADLINE# 8759552 TRF# 1793305 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

ADV # ADV. NAME POLI/L STRANGE/R/SEN/AL REP. # OFF. # SALESMAN #

AGY # AGY. NAME PINPOINT MEDIA BUYER NAME DANETTE SEGROVES

1707 OSAGE STREET SUITE 103 SALES PRSN WA- RYAN EDDINS (H)

ALEXANDRIA, VA 22302

ORDER # CONTRACT # 8759552 CLASS: NATL. LOCAL REGIONAL

PRDCT STRANGE FOR SENATE EST#809 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG4/17 AUG7/17 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG3/17 11.11

REP: UPDATED ADV. CODE AND CONTRACT COMMENTS
PLS CONFIRM
THANKS JASMINE FOR RYAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ELECTRONIC INVOICING:
SPOT DATA - IDB# 1886.
TV INVOICES - IDB# 9915283.

STRANGE FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 62												
AGENCY PRODUCT CODE = 78												
NO BUYS TO PRINT												
AUG/17												
MARKET TOTALS \$6,243 WSFA 50% WNCN 10% WAKA 33% WCOV 7% CABL 0% WBMM 0% WIYC 0%												
ACCURATE SHARES												
SVC- NSI												
DEMOS- RA35+*												
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME												
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE												

CONTRACT TOTAL \$3,125.00
TOTAL SPOTS 31

REP HEADLINE# 8759552 TRF# 1793305 REP: TEL# 703-528-9387 FAX# 703-516-9680
\$\$\$ MOD# 0: APPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG3/17 11.44
*** WSFA-TV ***

ADV # _____ ADV. NAME POLI/L STRANGE/R/SEN/AL REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME PINPOINT MEDIA BUYER NAME DANETTE SEGROVES
1707 OSAGE STREET SUITE 103 SALES PRSN WA- RYAN EDDINS (H)
ALEXANDRIA, VA 22302

ORDER # _____ CONTRACT # 8759552 CLASS: NATL. LOCAL REGIONAL
PRDCT STRANGE FOR SENATE EST#809 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES AUG4/17 AUG7/17 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG3/17 11.44

REP: UPDATED ADV. CODE AND CONTRACT COMMENTS
PLS CONFIRM
THANKS JASMINE FOR RYAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ELECTRONIC INVOICING:
SPOT DATA - IDB# 1886.
TV INVOICES - IDB# 9915283.

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
CONTRACT TOTAL \$3,125.00
TOTAL SPOTS 31